

# Strategic Development and Sustainability of Tourism Industry in Nigeria

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## Strategic Development and Sustainability of Tourism Industry in Nigeria

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Nigeria is a rich country when it comes to tourism because, the country is endowed with all it takes to be a tourists' destination. The country's tourism potentials range from natural, man-made, and cultural attractions but they lacks management, enhancing and supporting infrastructure around the attractions for easy access and development. These tourism potentials are still much in their natural form awaiting interested investors. Tourism today, it is a big market and it has contributed greatly to the world economy. It is a big surprise that country like Nigeria has not ceased the opportunities in tourism development. Nigeria is a mono-economy and her economy revenue comes majorly from the crude oil. A country of over 170 million population, need to spread her pentacles in the area of income generation. It is high time for the country to diversify her economy for more economic revenue generation and tourism is seen as one of the best alternative.

The focus of this bachelor's thesis is mainly on how Nigeria tourism industry can be improved and sustained. Nigeria tourism sector need rescue, in terms of development, promotion, management and sustainability. To achieve the objective of this paper, the following questions will be ask; what are the necessary factors needed for the development and sustenance of tourism industry in Nigeria? what are the benefits of tourism to the development of Nigeria?, what are the problems and challenges of tourism in Nigeria? And what are the ways of improving tourism in Nigeria? These questions formed the research area in this paper. Besides all these stated above, this paper will also take a glance on historical background of tourism in Nigeria, hindrance of tourism development and sustainability in Nigeria, institutional frame-work for sustainable tourism development in Nigeria, the government plans for developing sustainable tourism in Nigeria, strategies for development and sustenance of tourism in Nigeria and tourism business opportunities in Nigeria.

The research for this paper was based on theoretical and empirical point of view. Interview, survey and existing literature are the sources of the data used in this paper. However, in other to come out with a definite result on this paper, the data was coded, tabulated and interpreted in a presentable format. Based on the result obtained from the research, it is obvious that there is hope for Nigeria tourism industry. Besides that, the research also outline the dangers of instability and government negligence on the matter concerning the development of tourism and also the benefits of encouraging, financing and supporting the tourism activities in Nigeria. It is indeed advisable to note that the tourism industry is part of the developmental factors of any nation who takes its tourism industry very seriously.

Key words: Tourism, Strategic Development, Sustainability, Tourism Industry, and Nigeria.

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## List of Acronyms

ADB: African Development Bank

FMI: Federal Ministry of Information

GDP: Gross Domestic Product

IUOTO: International Union of Official Travel Organization

NHC: Nigeria High Commission

NSACC: Nigeria-South Africa Chamber of Commerce

NTA: Nigeria Tourism Association

NTB: Nigerian Tourism Board

ST-EP: Sustainable Tourism-Eliminating Poverty

UNECE: United Nation Economic Commission for Europe

UNWTO: United Nation World Tourism Organization

WTO: World Tourism Organization

## 1 Introduction

Tourism sector according to David Diaz Benavides (2001) is probably the only services sector that provides concrete and qualified trading opportunities for all nations, regardless of their level of development. According to him, the sector also provides an uneven distribution of benefits, which is threatening the social, economic and environmental sustainability of tourism in some developing countries (Benavides 2001). Tourism has become a major source of economic development and diversification for many developing countries. Tourism for Nigeria is yet to become a channel of employment creation, income generation and revenue mobilization for a country with over 170 million people. Although, the developed countries account for a higher proportion of global tourism, and many developing countries are beginning to take advantage of the huge opportunities offered by tourism. (Ayeni & Ebohon 2012)

Nevertheless, this is only possible among the countries that have all it takes to promote tourism. The huge advantages in tourism can be achieved with the availability of natural, man-made, cultural, and enhancing infrastructure supporting the growth and development of tourism in the country. Most developing countries like Nigeria for example practise mono-economy, which means the country generate bulk of her foreign exchange from a particular economic product "crude oil". However, many of these countries are beginning to see the importance of tourism and the needs for economic diversification. Nigeria has always been known as a petroleum exporting country, she is one of the largest producers of petroleum. And the country's main stay is crude oil. However, the country has decided to join the trend to diversify her economy from the production of crude oil in order to create more employment opportunities and to generate more foreign income. (Ayeni & Ebohon 2012)

Nigeria is a rich country when it comes to tourism because, the country is blessed with all it takes to be a tourists' destination. The country's tourism potentials range from natural, man-made, and cultural attractions but they lack management, enhancing and supporting infrastructure around the attractions for easy access and development. However, this area is the business potential in the country now. Many benefits have been set out for local and foreign investors that believe in the industry (Ayeni & Ebohon 2012). Sustainable tourism concept is used to harmonize and reconcile issues of intergenerational equity, the goals of economic growth, environmental protection, and justice. It recognizes the need for fairness between local individuals and groups, and between hosts and guests (Mbaiwa 2005).

Africa just like other continents of the world is a location for tourism and travelling. The continent is not left out in the technique of raising revenue through tourism. Africa has continued to improve on tourism like other continents. According to the United Nations World Tourism Organization (UNWTO) forecasts, it is stated that international tourist arrivals will experi-

ence an increase of 3% to 4% in 2013, this forecast is so much in line with its 2030 long term forecast: +3.8% a year on average between 2010 and 2020. This report is confirmed by the UNWTO Confidence Index. This report was Compiled among over 300 experts worldwide, the Index shows that prospects for 2013 are similar to the evaluation of last year 124 points for 2013 against 122 for 2012. Which in turns implies that by region, prospects for 2013 are much more stronger than that of 2012, for Asia and the Pacific +5% to +6%, followed by Africa +4% to +6%, the Americas +3% to +4%, Europe +2% to +3% and the Middle East 0% to +5%(UNWTO 2013).

International tourism, measured by the number of arrivals of foreign tourists in a country, grew by 4%.

United Nations World Tourism Organization



Figure 1: Growth in international tourism arrivals. (Quartz 2013)

However, in the figure above Africa region showed a growth rate of (+6%) in the number of international arrivals, it is observed that there is high concentration of international tourist arrivals in both the north and south of the continent. These two regions recovered well from there setback in 2011 when arrivals decreased by 1% as a result of the negative return from North Africa. International arrivals reached a new record (52 million) as a result of rebound in North Africa (+9% as compared to a 9% decreased in 2011) while Sub-Saharan destination continue its growth (+5%). Results in the Middle East shows (-5%) which implies there is an improvement after a 7% decrease in 2011, still the region recorded approximately 3 million international tourist arrivals less in 2012 in spite of the clear recovery in Egypt. (UNWTO 2013)

### 1.1 Research Questions and Limitation of the Study

This research will focus mainly on the primary research question addressed in this thesis, which is: how Nigeria tourism industry can be improved and sustained? In order to answer the primary research question, the following sub-research questions will be addressed;

1. What are the necessary factors needed for the development and sustenance of tourism industry in Nigeria?
2. What are the benefits of tourism to the development of Nigeria economy?
3. What are the problems and challenges of tourism in Nigeria?
4. What are the ways of improving tourism in Nigeria?

Limitations on the other hand are sometimes inevitable, they come in form of challenges. It is never an over statement to say, most studies have the possibilities to face one or two problems. However, in respect to this research, some challenges were faced and the researcher was able to conquer them all. For the purpose of this research work an attempt had been made to discuss some of the challenges encountered in the process of this research work.

Time factor and unavailability of the interviewees, are some of the challenges faced in this research work. Time as always being our best enemy because it waits for no one, it was very difficult for some managers to draw out time out of time to say hi when appointment is not on business oriented or related. Corruption has beaten the system so deep, that regards are not given to students anymore. The system had found it so difficult to contribute to students' academic life, except it is business related or profit oriented. Due to this problem, it was so challenging for the researcher to meet the people needed for the success of the research work one on one. But to solve these problems the interview questions were sent out through the email and five responses were received.

### 1.2 Objective of the Study

The objective of the research study is stated below:

1. To examine the necessary factors needed for the development and sustenance of tourism industry in Nigeria.
2. To identify the benefits of tourism to the development of Nigeria economy
3. To identify the problems and challenges of tourism in Nigeria
4. To suggest ways of improving tourism in Nigeria



### 1.3 Significance of the Study and Research Hypotheses

This study will help in providing necessary information needed for the development and sustainability of tourism industry in Nigeria. It will be of benefit to the investors, the organized private sector, public sector and academic environment. However, the following are the research hypotheses;

1. Sustainable growth and development can be achieved in the tourism industry in Nigeria.
2. Tourism is beneficial to the growth and development of Nigeria.
3. There are problems and challenges facing the growth and development of tourism in Nigeria.
4. There are ways of improving tourism in Nigeria.

## 2 Literature Review: Tourism Industry, Tourism Development and Sustainability

Under this chapter of this study, an effort was put on the review of literature on meaning of the subject background "Tourism", tourism industry, tourism development and sustainability. An emphasis was made on tourism industry and sustainability. For the success of this study work, the researcher was able to extend his pentacles to reviewed different journals, articles, research paper and books by different authors and attentions was also paid on previous research carried out by different scholars on same subject.

### 2.1 Tourism

According to Goeldner & Ritchie (2012), primarily tourism is seen as when people visit a particular place for sightseeing, visiting friends and relatives, taking vacation, and having fun. Although, they might also enjoy their leisure time participating in various activities like sport, talking, sunbathing, taking rides, touring, reading, singing or relaxing and enjoying the environment. Considering the subject further, people participating in a business conference, convention, or any other professional activities will be included in the definition of tourism. If tourism can be called activities, it means tourism is an activity that involved the movement of people from their usual home to another place for leisure or for business and stay there for at least twenty-four hours. It is obvious that this people use one form of transportation or the other, it could be by air, water or land. It could be by car, motor coach, train, taxi, bicycle, or motorbike, which ever means implies they are taking trip which mean they are engaging in tourism. Achieving a comprehensive description of tourism, the various group that participated to the tourism industry should be considered and mansion because their perspectives are important in deriving comprehensive definition. (Goeldner & Ritchie 2012)

## 2.2 Tourism Industry

The tourism industry can be referred to as tourism sector, which can simply be identified as the range of businesses and organisations which are involved in the delivering of the tourism product. However, for the purpose of this study, here are some of the various industrial sectors; tour operator and the travel agents are involve in making of arrangement for the travel to take place that is, traveller-generating region, hospitality and attractions represent the destination region, while the transportation industry represent the transit route region. The various sectors in tourism are interrelated and connected. They are link to one another and they function together to produce one satisfaction. However, tourism demand can be seen as a complementary demand which implies that the lower the price in one of the services the higher the demand on the other services since their combination will result to tourism activities. The figure below is used to further explained tourism demand, on the graph the Y axis represent Transportation cost while the X axis represent the Rate of travelling. It is observed that the decrease in Y from P to  $P_1$  lead to an increase in X from M to  $M_1$ , which implies that a decrease in the cost of transportation resulted to an increase in the rate at which people travelled.

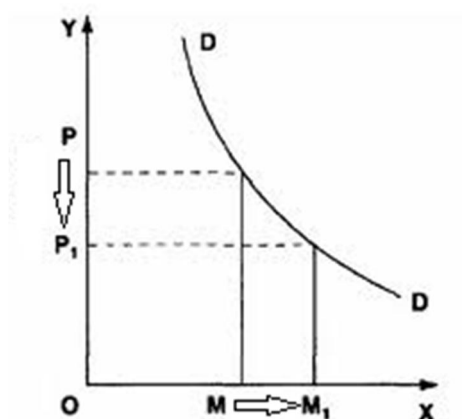


Figure 2: Demand Curve (Kalyan2009).

## 2.3 Tourism Development

According to Murthy (2008), tourism is seen as the best possible and alternative strategy which can be used for promoting many local areas. It is believed that with tourism, there will be tendency for environmental sustainability, more job opportunity, expansion in both public and private investment, provision of infrastructural facilities and economic improvement. The development of tourism in the rural areas is really a great achievement to the local people, in terms of employment opportunity created and avenue for earning additional income. However, the use of local materials and labour in local production is a good illustration of potential for small-scale development of sustainable tourism (Murthy 2008). According to Pender &

Sharpley (2005), "tourism is an economic activity of immense global significance". The tremendous improvement in the global contribution of tourism to the world economy cannot be ignore, no doubt that tourism frequently referred to as the largest industry in the world. Based on record, international tourism was annually generating over US\$450 billion at the end of 20th century, considering domestic tourism, the global annual estimate worth US\$3.5 trillion. However, this tremendous growth in tourism figure has been anticipated that this growth will continue till foreseeable future. The industry is a growing one, and forecast has shown that there will be 4% increment in number of international tourist arrival while by 2020 tourist spending is estimated to be US\$2 trillion per annum. (Sharpley & Telfer 2002)

There is no doubt that many nations has turn out to tapped from the tremendous growth in tourism. Many nations have taking steps to per taking in the sharing of the ever-increasing global tourism market. More so, many developing countries have also joined the race. Foreign exchange earnings, employment opportunity, economic diversification, economic growth, broader economic and social development policy, and other factors are the fundamental justification for the establishment and development of tourism. (Sharpley & Telfer 2002)

## 2.4 Sustainability

Reaching a specific definition for the term "Sustainability" has been a long journey due to the broad nature of the analytical framework which comprises of economics, environmental and socio-cultural issues (Cooper, Fletcher, Fyall, Gilbert & Wanhill 2005). In 1987 at the world commission on environment and development, Brundtland Commission releases their report which was tagged with the concept "Sustainable development". The concept was successful and gains recognition as one of the most successful of its kind which could be used for years. The concept was helpful in international agenda and the international community's attitude with economic, social and environmental development (United Nations Economic Commission for Europe 2004-05).

According to Brundtland Commission's report sustainable development was identify as "development which meets the needs of the current generations without compromising the ability of the future generations to meet their own needs". Explaining the concept, economic and social development, and environment where strongly supported. The concept makes it clear that environment should not be destroyed with policy designed for improvement in economic and social well-being of the people. (UNECE 2004-05). However, sustenance of environmental development in the community's immediate environment becomes undisputed and vital in the mind of the local people. This interest was not only limited to the community but extended globally by forming part of the wider alliances to preserve the environment globally "acting local, thinking global". The local communities and the economic systems practised determined

the sustainability of the natural environment and perhaps, the communities and the societies depend on the natural environment. Therefore, sustainability encompasses three components namely; economic sustainability, socio-cultural sustainability and environmental sustainability. It is illustrated in the figure below. (Richards & Hall 2000. 24)

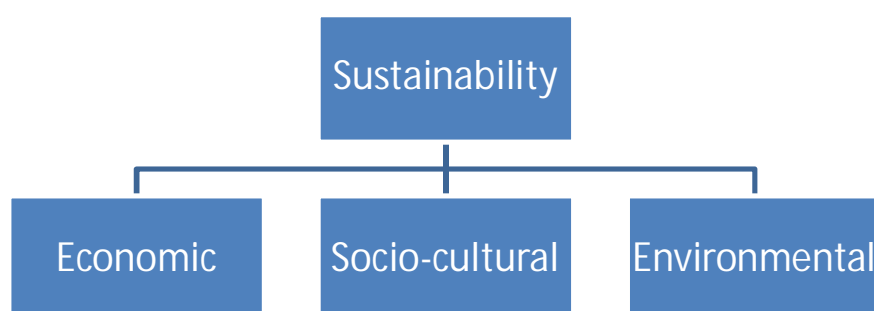


Figure 3: Sustainability components (Ekundayo 2014).

#### 2.4.1 Economic Sustainability

According to Beech & Chadwick (2006), economic development is achieved when there is an increase in real output per capita income of a country, generally measured by references to changes in gross national product (GNP) over an economic period of time. Tourism been considered as a major element of the service economy, is as a result of its sustained and rapid growth in the world economy (Cooper et al 2005). However, economic sustainability is referred to the maintenance and utilization of economic or productive resources and keeping it intact for continuity. For sustained economic, the economic resources should not be over used or used off without replacement (Goodland 2014).

#### 2.4.2 Socio-cultural Sustainability

The term "socio-cultural" entails two different words, social and culture. The word social is simply referred to as rank and status in a society. (Oxford Dictionaries 2014). Culture on the other hand, according to Beech & Chadwick (2006) it "consists of behavioural patterns, knowledge and values that have been acquired and transmitted through generations" (Beech & Chadwick 2006). Socio-cultural sustainability is the act of maintaining and safe guarding the rank and status of the society and their culture for the present generation and the future generation. Under this aspect of sustainability, all living soul are said to be equal and no difference irrespective of the community they belong, the culture they practice, the language they speak, and whatever they do. Socio-cultural sustainability can be attained and achieved

if there is mutual interest, tolerance, patience, love, honesty, discipline and ethics, general acceptable rules and regulation, law and information (Goodland 2014).

#### 2.4.3 Environmental Sustainability

According to Beech & Chadwick (2006), "environment is defined as a relative concept, encompassing different contexts including the cultural, social, political and economic". However, high-quality natural environment is essential for tourism development which is subject to the maintenance. It is noted that, the number of users of natural resources is partly negative impacts of tourism which is also a reason for environmental sustainability.

Environmental sustainability, "carrying capacity analysis" this technique was introduced and defined by the World Tourism Organization as being "fundamental to environmental protection and sustainable development. It is therefore, refers to the maximum utilization of any tourist destination or site without establishing or causing any negative effects on; the resources, reducing visitor satisfaction, or contributing inauspicious impact upon the society, economy and culture of the area. Carrying capacity limits can sometimes be difficult to quantify, but they are essential to planning for tourism and recreation" (Beech & Chadwick 2006).

### 3 Strategic Development and Sustainability of Tourism in Nigeria

In this chapter, the researcher had made an attempt to analyse the background of tourism development in the country by explaining the origin of tourism in Nigeria. Equal emphases had also been made in discussing the institutional frame-work for sustainable tourism development in Nigeria, the government plans for developing sustainable tourism and strategies for development and sustenance of tourism in the country. This chapter was used to share the over view of tourism in Nigeria, the starting point, the present position and the future plans for development and sustenance in tourism industry.

#### 3.1 Background of Tourism Development in Nigeria

Far back in the year 1472 when Nigeria received the first set of Portuguese merchant. The Portuguese arrived to Lagos with the motive of moneymaking. However, the development of tourism began to multiply as it was structured. In the year 1962, a body was set up by interested and committed Nigerians who has the love for the development of tourism in the country to promote tourism, this body was call Nigerian Tourism Association (NTA). The NTA was recognised by the government and some aids were given to the body in support by the gov-

ernment and the body also received the membership of the international union of official travel organization (IUOTO) in the year 1964. (Research & Intelligence 2013)

The IUOTO was later change to World Tourism Organization (WTO). In the long run, the NTA went down and ceased to continue is operation. The government in 1971 appointed the service of the African Development Bank (ADB) to carry out a research on the potentials and viability of Tourism in the country. The research was positive and it shows that the potentiality is in Nigeria, Nigeria has all it takes to be a great tourist destination and for the development of tourism as an economic sector. The result of the research prompted the government to replace the NTA with the Nigerian Tourism Board (NTB). Nigerian Tourism Board was established by a Decree No. 54 of 1976 and it comes into operation in the year 1978. (Research & Intelligence 2013)

However, Nigerian Tourism Board was authorised by the decree to take charge of the following mansion responsibilities; Grading and classifying hotels in the country in such a way as may be prescribed, provide tourism information and advisory services, promoting and undertake researches in tourism sector, enhancing the provision and improvement of tourist amenities and facilities in Nigeria, including ancillary facilities, and encourage people residing in Nigeria to take their holidays therein and people in abroad to visit Nigeria. (Research & Intelligence 2013)

In the year 1989 the Federal Government of Nigeria reviewed the country's tourism industry when the government start regarding tourism as an industry that needs to be developed as a result of the huge opportunity it possessed. In order to be a per taker in huge opportunities possessed by tourism, several conferences were organized and hindrance of tourism development in the country were brought to book at the seventh National Conference on Tourism head on March 15 1989 in Maiduguri, Bornu State. In that conference it was agreed that the operational capacity of the NTB need to be supported and restructure the governing body of the NTBby commercializing the operation of the Board. As a result of the conference, in 1989 the government gave his approval and the Ministry of Trade was reframed to become Ministry of Trade and Tourism and this lead to the establishment of the department of Tourism in the Ministry. (Research & Intelligence 2013)

### 3.2 Hindrance of Tourism Development and Sustainability in Nigeria

#### Crises in the Country

Nigeria of late is faced with series of unrest and crises. Crises as a major factor have a negative implication on tourism and its development in Nigeria. The unrest in the hospitality and tourism sector of the economy which basically comes in form of industrial action is a limita-

tion to the growth and development of tourism in Nigeria. Management of industrial crises at this sector is still very poor. More so, the Boko Haram crisis in Nigeria has taken a major dimension in the history of Nigeria. The country is no longer safe for visitors and interested tourist. Little success has been achieved by government in the area of resolving the Boko Haram crises. This is having a negative implication on the tourism sector.

#### Poor Planning and Corruption

Despite the machinery put in place by every regime in the Nigeria government, the power of fighting corruption to its final state is still missing in Nigeria. Corruption has eaten very deep into all sector of the country. The tourism sector is not left out of these crises. The rate of corruption in Nigeria is a huge discouragement to tourism and tourist in the country which hinders the country from being a tourist destination. Corruption is a very big disease that kills slowly and never allow a bit of development instead devalued the country in the world. However, there is need for quality and effective management of tourism and tourist destinations in the country which will bring investors into Nigeria to develop tourism sector and other undeveloped industry in the country. Planning and management entails personnel and qualified individuals who are skilled in this area.

#### Lack of Security

Security is a major and necessity for the effective operation and implementation of tourism. Security plays a major role in tourism. Nigeria do not have an effective system of security management, this has led to major cases of kidnapping, armed robbery, killing, bombing, and crises in both internal and external environment. Insecurity in the country is getting out of hands. It is disgusting hearing same stories again and again. The country is no longer safe, people are afraid of their protection and safety. The insecurity is the country needs attention, the government need to face the security challenges and look deeply into the issue to find a lasting resolution to this carnage. To say the truth, sophisticated weapons to suppress the crisis are lacking in the country and this should be one of the most important areas the government should look into.

#### Poor Means of Transportation

Transportation is a major problem of tourism development in Nigeria because of the lack of good roads in the country which has led to major road accidents in the country. The building and construction of new roads to ease transportation in Nigeria is not quite encouraging. So much have been budgeted by the government on yearly bases but this has not translated to required roads that are needed in a globalised business world that will further enhance tourism businesses.

#### Poor Government Policies on Tourism

High taxes and tariff are few of the poor government decision on tourism which has limited Nigeria from been a tourist attraction because of the high cost of implication in implementing effective tourism in the country. Funding plays a crucial role in the development of tourism in any country of the world. How much is set aside for the funding of tourism shows how deep the government of a country will support tourism. The type of policy made by government can either improve the growth of tourism or not. Such policies on taxation, implementation, corporate governance and funding are important policies needed for the growth and development of tourism.

#### Technology and Information Dissemination

Technology development in Nigeria is at its lower state. Not too much has been achieved in the country when it comes to technology development and its application in the field of tourism and other industry. More so, the role of information dissemination in tourism cannot be over emphasized. How effective is the information processing system matters so much on the growth and development of tourism in Nigeria. Nigeria is not yet developed in the area of information dissemination and management.

#### Globalisation

Tourism is not just a local concept but a global concept. According to Knowles, Diamantis, & El-Mourhabi (2001), "Globalization is more than just internationalization of firms" The preparation of Nigeria on this global phenomenon is at a very slow paste and rate. Government strategy towards the development of tourism at the global stage is still very poor. The contributions of the private individuals and companies towards this concept are still very okay when compared to that of the government.

### 3.3 Institutional Frame-work for Sustainable Tourism Development in Nigeria

Having the interest of tourism development in mind, the Federal Government of Nigeria has made an institutional arrangement for the development of tourism in the country. The institutional arrangements are classified into three groups which are; Federal, State and Local level. Each of this group has their own responsibilities, duties and contributions to the success of tourism development in their various levels. (Nigeria High Commission 09-2014). For the purpose of this study, the bodies responsible for the development of tourism in the various groups mentioned earlier will be identified with their functions in turns;

#### The Federal level

At this level the federal Ministry of Culture and Tourism has the full responsibilities for policies formation and monitoring, and having a direct backup for the state governments on all matters regarding tourism in their various jurisdictions. Nevertheless, the domination of the



tourism industry is still in full possession of the state and the local governments of any tourist attractions destination. (NHC 09-2014)

#### The State level

At this level the State ministries is charge with the responsibilities of implementing policies and directories from the Federal Ministry of Culture and Tourism, control of land allocation and initiating project and development of tourism in their respective jurisdictions. The state ministry also take charge of the regulation of hotel and catering institutions in line with the policies lay down by the federal government. (NHC 09-2014)

#### The local level

The local level is identified as Local Government Tourism Boards. These Boards are charge with the responsibilities of locating and identifying potential tourist attractions in their jurisdictions. They are responsible for providing information and tourist guides and also to pre-served and maintain museums as well as monuments in their jurisdictions.(NHC 09-2014)

### 3.4 The Government plans for Developing Sustainable Tourism in Nigeria

The Federal Government of Nigeria has accepted to figure out ways, out of his office to see to the achievement of developing a sustainable tourism in the country. The 2013 Economic Impact Report of the World Travel and Tourism Council trigger the president to show more interest in designing way forward in achieving sustainable tourism development in the country. The global record 2013 for the year 2012 shows that the total contribution of Travel and Tourism to global GDP is over six billion US dollars and provided over two hundred million number of employment which represents 8.7% globally. It was also reveal by the federal government that the tourism industry contributed 3% to the GDP, 2.6% of the total employment and 5.4% of gross total investment in 2012. (Federal Ministry of Information 2013)

However, the federal government determination in transforming the tourism sector is said to be for the benefit of the living and unborn generations of the country. According to the federal government, it is stated that, their determination will be achieved by fostering investment and supporting the provision of accessible infrastructure, institutional support for project work and any activities that will support and encourage the development of sustainable tourism in the country. For immediate enhancement, the Ministry of Trade and Investment was directed to work with the Ministry of Tourism, Culture and National Orientation in developing sector-specific mechanisms which will stimulate and sustain investments in the tourism sector.(FMI 2013)

More so, the federal government has promise to develop the National Theatre in Lagos as a duty-free entertainment centre, also to support greater collaboration with the private sector in promoting and upgrading the country cultural centres in both short and medium term basis. The government as also make it a mandatory to complete the National Cultural Centre Abuja which is also known as "The Millennium Towers", the construction has being in process for quite some time. Furthermore, the federal government has also decided to improve the budget allocation to the Ministry of Culture and National Orientation and also to identify 100 heritage sites across Nigeria for renovation, restoration, activation and promoting them. The reason behind this is also identify as creating employment opportunities and promoting the image of the country by raising the country's profile internationally. In addition to this, the Ministry of Culture and National Orientation has designed a brand for Nigerian Tourism which is called "Fascinating Nigeria" the positive mind behind this idea was to rebrand Nigerian Tourism in order to place Nigeria on the global tourism stage. (FMI 2013)

### 3.5 Strategies for Development and sustenance of Tourism in Nigeria

Considering the contribution of trade and tourism to the global GDP, it is obvious that tourism is a crucial tools needed for economic, social and cultural development for a nation. With all observation, there is a reasonable reason for mapping out beneficial strategies for the sustainability of tourism in the country. The following policies are mapped out; provision of infrastructures, fiscal policy and intensives, showcasing tourism potentials, concession of land, patrol and regulation of the industry, and easy entries for the tourists, in other to generate foreign exchange, encourage even development in the country, job opportunity, to promote tourism based rural enterprises and cultural exchange. (Nigeria High Commission 09-2014)

#### Provision of Infrastructures

To encourage all classes of people irrespective of their situation to participate in tourism, it is vital for the government to ensure the provision of basic amenities such as electricity, good water, good communication system, good roads and others closer to tourists' attractions in other to boost their development and for accessibility. In addition, all the means of transportation; transportation by land, water and air must be made safer, cheaper and comfortable for tourists.

#### Fiscal policy and Incentives

Fiscal policy is design by the government using is revenue and expenditures to control the economy. To developed tourism sector, the government need to encourage the private sectors' investment by introducing some kinds of incentives such as; tax rebate, tax holiday, soft loan and copy right to potential investors in tourism.

### Showcasing Tourism Potential

This is an avenue to present what you have to people for them to be aware of it. The government should empower the Ministry of culture and tourism to organise an annual festival where different states can showcase the tourism potential in them and in long run attracting visitors and encourage the participation of the local.

### Concession of Land

The state government should encourage ownership of land for the purpose of contributing to the development of sustainable tourism in the country. Land should be provided without any difficulties attached to it for tourism elevation at a concessional rate with favourable conditions reasonable for investors. The condition should also include the removal of annual ground rent within the period of construction and development of tourism.

### Patrol and regulation of the industry

The government should impose laws and regulations that will guard the activities of the caliber of people that are involved in the tourism industry such as; travel agency, hoteliers, tour-operators, car hire service and others. This will ensure that their conducts are in line with the objectives of the industry and for security control. More so, their service need to be monitored, improved and charges should be affordable for the tourism.

### Easy Entries for the Tourist

To ensure fast growth and development in the tourism industry to international standard, the government need to consider the following; massively and aggressively publicity should be conducted to showcase the potential of tourism in the country. The country tourism also needs to be marketed worldwide, foreign media, international trade fairs and others. Visas and permit issuance should be made easy and flexible and tourists with return ticket should also be issued with visas without any delay. (Nigeria High Commission 09-2014)

## 3.6 Tourism Business Opportunities in Nigeria

The tourism business opportunities in Nigeria centred around her tourist attractions which ranges from beautiful river and ocean beaches good for swimming and other water sports, very unique wildlife, vast tracts of unspoiled nature such as tropical forests, waterfalls, and the country also have some new rapidly growing cities with climatic conditions which are particularly good and conducive for holidaying (Embassy of Nigeria 2014). Among others are traditional way of life of the people which are preserved in local customs; varied and rich, hand-crafts and other colourful products depicting or illustrative of native arts and lifestyle, and the authentic unsophisticated but friendly characters of many in the Nigerian's population. Nevertheless, many of these attractions are still in their raw state. They are still being enjoyed by very few numbers of persons either rich or poor. However, it has been noted that,

lack of required modern infrastructures, underdeveloped, and other important infrastructures needed for the development of tourism are still not made available in tourist attractions site, and these are seen to be the push factors affecting tourism development in the country. However, the government has opened the door for local and foreign investors to come and invest in the country's numerous tourism potentials. Also, the country has designed her policy in such a way that it will favour the investors (Gbadebo & Adedeji 2014). To mansion, the following are some of the areas of business potentials in the tourism industry;

Heritage/cultural tourism resources development of slave trade relics, establishment of museums and preservation of monuments, eco-tourism, including wildlife tourism resources, development of hiking trails and Jeep tracks in the national parks, development of picnic and camping sites at strategic locations within the trail circuit system in the national parks, building of tourist lodges, building of reception centres at natural/physical attractions, provision of cable bus system to take tourist through the very rugged but scenic terrain of the mountains especially in Kanyang, Obudu and Mambilla Plateau construction of lodge cabins for expedition tourist and rangers, establishment of hotels and resorts near waterfalls, springs, caves and temperate climate areas such as Obudu, Jos and Mambilla Plateau, Beach tourism potentials establishment of boating and sport fishing facilities, development of water transportation, Provision of educational facilities for water skiing and swimming, establishment of holiday resorts along the coasts, development of amusement parks, entertainment facilities and shopping services, and development of arts and crafts which constitute symbol of the people's cultural values and love for nature.(Gbadebo & Adedeji 2014)

#### 4 Tourist Attractions in Nigeria

Nigeria is one of the countries of the world blessed with many natural and human resources. Nigeria is located in the western coastal region of the African continent. The country is naturally endowed with wild rang of nature which make her one of the picturesque nations in the world.The country has more than a lot of tourist attractions waiting to be tapped. To start with, natural attractions such as hills, springs, waterfalls, mountains, beaches, rocks and others. Man-made attractions range from resorts, game reserves, parks, ranches, and others to mansion few. Culturalattractions like festival, carnivals and so on. The tourist attractions in the country are spread all over the states of the country. That is, every state that makes up the federation is blessed with one tourist attraction or the other.However, the various attractions in Nigeria will be stressed based on their grouping just as it was stated earlier. (Nigeria - South Africa chamber of commerce 2014)

#### 4.1 Natural attractions

Nigeria is widely endowed with different ranges of natural attractions, which are some of the country's tourist attractions that make her believe that tourism can be the best option for diversifying her economy from mono economy. Lagos state use to be the capital city of the country before it was moved to Abuja. Lagos state is very proud of her numerous tourist attractions and centres which range from her beautiful beaches; Badagry Coconut Beach, Kuramo Beach which is known for night beaching, Tarkwa Bay beach, Lekki beach and Alpha beach. Apart from the ranges of beaches Lagos state is blessed with, the state has more lot of tourist attractions which will be mansions later on. (NSACC 2014)

Putting aside the coaster region attractions, here are other natural attractions the country has in store; Olumo Rock in Abeokuta, Ogun State. The rock highest point is about 137m above the sea level. Ikogosi warm spring located In Ekiti state is also one of the great natural attractions in the country. The warm water which comes from the rock meets with cold water stream 100m below. Also, water falls in Osun state the water fall is called Erin-Ijesha waterfalls. And others like; Ibandan University Zoo, Agodi Zoological Garden, Upper Ogun Games Reserve and so on. (Nigeria High Commission 09-2014)



Figure 4: Erin-Ijesha waterfalls. (Fascinating Nigeria 2013).



Figure 5: Badagry Coconut Beach. Tourism for Development Initiative (2013).

#### 4.2 Man-made attractions

The man-made tourist attractions in Nigeria are part of the lovely tourist potential the country possessed. Yankari Game Reserve is the most popular destination in the country well known for its beauty and size. The reserve was set up in the year 1956 and it was commissioned in 1962. The Yankari game reserve welcomes tourists from different countries of the world. Tinapa is the first integrated business and leisure resort located in Calabar, Nigeria. The resort has first class facilities for all sorts of leisure, business and entertainment. Also in Calabar, there is a national park called "Calabar National Park", this national park was formed by the combination of Agbokin and Kwa Falls a game reserve at Okwangwo, Obudu local government and Oban forest reserves. Among others are; Mary Slessor Cottage, Akwalbom National Museum, Boshi Game Reserve, Oron Museum which is famously known for the collection of fine African carvings. (Nigeria High Commission 09-2014)

The most famous game reserve in Nigeria covers 2,058 sq. km of savannah woodland and having different ranges of wildlife such as; Baboons, Elephants, Bushbucks, waterbucks, Hippopotamus, Crocodile, Roan antelope, Buffalo and various kinds of monkeys, and occasionally Lions are spotted too. Between November and May the animals usually congregate around the rivers when the dense vegetation has dried out and during this time is the best time for the tourist to visit. (Nigeria High Commission 09-2014)



Figure 6: Calabar National Park. International Conference on Oceanography (2013).

#### 4.3 Cultural attractions

Argungu Fishing Festival is one of the most famous festivals in Kebbi state Nigeria. The festival was established in August 1934, upon the historic visit of the late Sultan Dan Mu'azu. A fishing festival was organised for his entertainment and since then it becomes a yearly event. The festival welcome over 5000 fishermen into the Argungu village to compete in catching the biggest Nile perch. It is usually organised between February and March. Following the historical back ground of the Yoruba, Osun happen to be one of the wives of Sango, the gods of thunder and also the former royal king of Oyo. Osun is widely worshipped in Yoruba land and



throughout the country side where the Osun River flows. The river is usually celebrated every year and it controlled both domestic and national tourist in the celebration. Also, in Ogun state, where they have Oro festival, Egungun festival, Agemo festival, Igunnuko Masquerades and so on. While in Oyo state they have Ode-Ibadan festival. In Lagos state, the celebrate Lagos carnival and Eyo festival. The Eyo festival is unique and it is strongly believe that is the Forerunner of the modern day carnival in Brazil. Both the carnival and the festival receive families and friends all worldwide. (Nigeria High Commission 09-2014)



Figure 7: Lagos Carnival. Eventful Naija (2014).

## 5 Research Method

According to Jha (2008), qualitative research is referred to multi-method in focus, which includes an interpretive and naturalistic approach to its subject matter. With this, it is observed that the qualitative researchers derived answers from people's opinion and view on the subject matters. This means they study matters in their natural form, and achieving this, it involves the collections of different of empirical materials such as personal experience, case study, life story, introspective, historical, observational, visual texts like described routine and problematic moments and their meanings in individuals' lives, and interactions. However, qualitative approach to researches is concerned with opinion, subjective assessment of attitudes and behaviour. The ability to generate complex textual descriptions of how people experience a given research issue is the strength of qualitative research. This method is suitable for identifying intangible factors like socioeconomic status, social norms, gender roles, religion, and ethnicity, whose role in the research issue may not be readily apparent (Jha 2008). Quantitative research method on the other hand, according to Jha (2008) is referred to as hypothesis testing research. When the finding is subject to quantified measures, such researches are identified as quantitative research method. However, this type of research usually adopted quantitative measurement and the use of statistical analysis. (Phophalia 2010)

However, the researcher has chosen to use both qualitative and quantitative research method to carry out the findings because of the theme of the research work. According to the researcher, the tourists, the service providers, academia, and ministers of tourism opinions and views will be needed for the success of the research work. The researcher has adopted survey measure, where questionnaire was used to seek the tourists' opinion and interview was carried out to seek the professionals' opinions and views. The questionnaire was used to obtain responds from the tourists since it required large numbers of tourists in order to ensure the validity of the results. And on the other hand, the interview was also conducted among selected professionals who are in line of tourism to ensure the reliability of the result.

### 5.1 Data Collection Procedure

In this research the researcher collected both qualitative and quantitative data and information. In the collection of the data and information about the view and opinion of different classes of respondents, two different sets of questionnaire were prepared. The researcher prepared both open and closed ended questionnaire format. The open ended questionnaire was designed for tourism experts, tourism organisation, and ministers of tourism, while the closed ended questionnaire was designed for tourist.



The closed ended questionnaire was designed in a way to study the opinion and view of the tourists about development and sustainability of tourism in the country. The gender, age group, marital status, type of tourist, and academic qualification were enquired from the respondents. Also, an attempt was made to know the view of the tourist about the present situation of tourism, the problems the tourism industry is facing, necessities of the country attractions, how to promote the country tourism, what is expected of the government, and how the country's core values can be improved. The open ended questionnaire was designed to figure out the opinion and the view of experts who are in the field of tourism, experts like; travel agent, hotel manager, professor, senior officer in tourism board, and manager in Transportation Company. However, the objective of the open ended questionnaire was to examine the way forward on how tourism industry could be developed and sustained in the country. The country is said to be endowed with tourist attractions which are yet to be tapped while neighbouring countries like Ghana, Cameroon, and others are beginning to take advantage of the huge opportunities offered by tourism and why not Nigeria?

## 5.2 Survey Method and Study Sample

The data was collected with a questionnaire survey. The survey was conducted in the concerned country on the 27th of March 2014 at Silver Bird Galleria Victoria Island in Lagos. Thousands of tourists usually visited the cinema on a daily basis. 100 of survey questionnaire were distributed at the cinema to tourists, out of which 85 responses were received with completion while 15 questionnaires were incomplete. In percentage, out of 100%, 85% was completed while 15% was incomplete. The questionnaire was designed in two sections which are section A and B. Section A was used to enquire personal data of the respondents while section B focus on the subject matters. Besides the tourist survey, tourism experts who were in the field for years were also interviewed. But due to time factors and unavailability of the interviewees, the interview questions were sent out through the email and five responses were received.

The interview questions were brief, detailed, and self-explanatory. 6 questions were asked in average, the questions were able to generate opinions and the views of the experts on the research subject. However, the responses were generated from different tourism sector, one travel agent, and a senior officer in tourism board, a professor in tourism field, a manager in hotel, and a manager in transportation firm. The interview questions take 20 -25 minutes to be completed.

### 5.3 Data Processing and Analysis

The data collected from the survey were coded, tabulated and interpreted in a presentable format. All together the survey questionnaire includes 21 questions, 5 questions in section A which was used to collect the respondents' personal data, and 16 questions in section B. Question 1 and 2 from section A were tabulated and presented on the same table while other questions were done separately. Microsoft Office Excel was used to carry out the analyses of the data collected from the survey. The analyses of the primary data were carried out in percentage of the total response. Besides all these, the information generated from the interview was also treated and processed thoroughly. The interview questions include 6 questions and the response generated from each of the questions are treated and analysed individually based on question by question in 6 different sub-headings.

### 5.4 Validity and Reliability

In executing a research work, it will be of great value to evaluate validity and reliability irrespective of the method (qualitative or quantitative) used. According to Edward & Richard (1979), reliability deals with the level in which an experiment, test, or any measuring procedure produced the same result over and over again when the research is conducted on different times with different materials. Validity on the other hand is referred to as the crucial relationship between the general ideas derived from the research and the indicator (Edward & Richard 1979). Reliability is tested based on credibility, trustiness, and dependability. However, the interview questions were designed with a positive mind, neutrality, and simplicity for the best understanding for the interviewees. Besides this, the interviewees are professionals in their various fields, reliable, non-biased, and they are accurate in their responses. The researcher had considered all necessary factors to evaluate the reliability of the research. More so, the interviewees are directly involved in the research, that is, they are directly concerned with the research subject matter.

The survey questionnaire on the other hand was prepared with simplicity for easy and best understanding for the tourists. At the same time, the questionnaire was free of biased, offensive, and harmful words. Validity is used in measuring the level of reliability and consistency of the result obtained from the research. However, the result of the research is valued based on the practicalities of the subject. The practicality of the result has been scrutinized to ensure the validity of the result of the research.

## 6 Empirical Analysis and Results

### 6.1 Analyses of Results from Survey

This section of the research work is used to analytically present the data generated from the survey conducted on the 27th of March 2014. The purpose of this survey was to investigate if sustainable growth and development can be achieved in Nigeria tourism industry, ways of improving tourism in the country, if tourism is beneficial to the growth and development of the country, and ways of solving the problems and challenges facing the growth and development of tourism in the country. Altogether 85 tourists participated in the survey activities. The tables below are used to carry out the analyses of the result. The results were presented in percentage and tabulated as shown below. However, the tables are explained in turns.

Table 6.1 entails the tourists' age group and gender. It shows the analyses of the age and gender distribution of the tourists that participated in the survey activities. From the table it is shown that the highest number of the tourists that participated in the survey was female, 50 female at of 86 while the rest are male. Besides that, the age group show that majority of the respondents fall under the mature group 27 years and above (44.19%) followed by 23-26 years (34.88%), 19-22 years (18.60%) and 15-18 years (2.33%).

Table 6.1 Age and Gender of respondents

Age group	Gender		Number	Percentage (%)
	Male	Female		
15-18 years	0	2	2	2.33
19-22 years	6	10	16	18.60
23-26 years	12	18	30	34.88
27 above	18	20	38	44.19
Total	36	50	86	100%

Source: primary survey, 2014

Table 6.2 represents the marital status of the respondents. 55.81% were married while 44.19% of the respondents are single.

Table 6.2 Marital status of respondents

Marital status	Number	Percentage (%)
Single	38	44.19
Married	48	55.81
Total	86	100%

Source: primary survey, 2014

Table 6.3 represents the educational level of the participants in the survey. The researcher use this enquires to test the reliability and validity of the result. However, the table show that the majority of the respondents had educational qualification up to B.Sc. and HND which represent 58.14% of the total participants followed by M.Sc. and above (25.58%), OND and NCE (13.95%), and SSCE (2.33%).

Table 6.3 Highest Academic Qualification of Respondents

Academic Qualification	Number	Percentage (%)
SSCE	2	2.33
OND/NCE	12	13.95
HND/B.Sc.	50	58.14
M.Sc. - Above	22	25.58
Total	86	100%

Source: primary survey, 2014

Table 6.4 represented the types of tourist that participated in the survey and their proportions. In this enquires the researcher had made an attempt to know the proportions of domestics and international tourists that took part in the survey. According to the table 95.35% of the participants are domestics' tourists while 5.65% of them are international tourists.

Table 6.4 Type of Tourist

Type of tourist	Number	Percentage (%)
Domestics	82	95.35
International	4	5.65
Total	86	100%

Source: primary survey, 2014

Table 6.5 reveals the opinion of the respondents on the important of the country's weather in promoting tourism in the country. Nigeria is blessed with wonderful weather conditions which is enjoyable for tourist. 46.51% strongly agreed that the country's weather is an essential factor in promotion of tourism while 37.21% agree. However 11.63%disagreed while 4.65% strongly disagreed. The country weather actually features a tropical kind of climate where most of the seasons are damp and humid. Wet and dry seasons are the two climatic seasons that prevail within the country. The country weather is quite hot throughout the year which makes it a suitable destination for tourists.

Table 6.5 The weather is an essential factor which promotes tourism in the country

Response options	Number of person(s)	Percentage (%)
Strongly Agree (SA)	40	46.51
Agree (A)	32	37.21
Undecided (U)	0	0
Disagree (D)	10	11.63
Strongly Disagree (SD)	4	4.65
Total	86	100%

Source: primary survey, 2014

Table 6.6 reveals the opinion of the respondents on transportation as a major concern to tourists' satisfaction in the country. 52.33% of the respondents are strongly agreed followed by 37.21% agreed while 10.46% disagreed. This analysis really shows the important of transportation in tourists' satisfaction. Transportation is one of the sectors of tourism, and these entire sectors linked with one and other for tourists' satisfaction. However, the tourist will be satisfied when all sectors of the tourism industry are efficient. The country's transportation industry needs to be checked for tourists' satisfaction to be improved.

Table 6.6 Transportation is a major concern to tourists' satisfaction in the country

Response options	Number of person(s)	Percentage (%)
Strongly Agree (SA)	45	52.33
Agree (A)	32	37.21
Undecided (U)	0	0
Disagree (D)	9	10.46
Strongly Disagree (SD)	0	0
Total	86	100%

Source: primary survey, 2014

Table 6.7 shows that 41.86% of the respondents are strongly agreed that natural, man-made, and cultural attractions are necessities while 37.21% agreed 9.30% undecided and 11.63% disagreed. Nigeria is a great country endowed with all ranges of tourists' attractions ranging from natural, man-made and cultural attractions. Based on the response, the country's natural, man-made and cultural attractions are important in the development of tourism in the country because they are seen as the basis of tourism in the country.

Table 6.7 Natural, man-made and cultural attractions are necessities

Response options	Number of person(s)	Percentage (%)
Strongly Agree (SA)	36	41.86
Agree (A)	32	37.21
Undecided (U)	8	9.30
Disagree (D)	10	11.63
Strongly Disagree (SD)	0	0
Total	86	100

Source: primary survey, 2014

Table 6.8 shows that 53.49% strongly agreed with the need to create more awareness for the country's tourism potential while 46.51% agreed. According to the respondents' response on this enquires, it shows that they are all in support of creating more awareness about the tourists' potential in the country. However, before now Nigeria had never show interest in the tourism sector. The country has always being known as a business place simply because of her population growth. The country welcomes over a million of visitors every year for business missions, yet the state of tourism development in the country is still very low.

Table 6.8 There is a need to create more awareness for the country's tourism potentials

Response options	Number of person(s)	Percentage (%)
Strongly Agree (SA)	46	53.49
Agree (A)	40	46.51
Undecided (U)	0	0
Disagree (D)	0	0
Strongly Disagree (SD)	0	0
Total	86	100%

Source: primary survey, 2014

Table 6.9 shows that the country's tourism industry had really contributed immensely to the country's workforce. However, the table reveal that 32.56% of the respondents are strongly agreed 55.81% agreed while 11.63% disagreed. Although some part of the country's tourism industry had being doing greatly, in the area of accommodation and transportation. Nevertheless, both areas still need some element of development in them.

Table 6.9 The tourism industry has contributed significantly to the country's workforce

Response options	Number of person(s)	Percentage (%)
Strongly Agree (SA)	28	32.56
Agree (A)	48	55.81
Undecided (U)	0	0
Disagree (D)	10	11.63
Strongly Disagree (SD)	0	0
Total	86	100%

Source: primary survey, 2014

Table 6.10 reveals that 25.58% are strongly agreed and 40.70% agreed which shows that greater proportions of the respondents admit that screens displaying tourism destinations at the airport influences their decision on travelling. However, 13.95% undecided and 17.44% disagreed while 2.33% strongly disagreed. However, any form of advert is promotion. Airport arena is one of the most suitable area place an advert, because it welcome different people from different places.

Table 6.10 Screens promoting tourist destination at the airport influences your decisions on travelling

Response options	Number of person(s)	Percentage (%)
Strongly Agree (SA)	22	25.58
Agree (A)	35	40.70
Undecided (U)	12	13.95
Disagree (D)	15	17.44
Strongly Disagree (SD)	2	2.33
Total	86	100%

Source: primary survey, 2014

Table 6.11 shows that 60.47% strongly agreed with the opinion that Nigerian tour office should be opened in other continents to provide an access to information about the country's tourism potentials. While 39.53% agreed. This result shows that 100% of the respondents are greatly in support of the opinion. However, promotion is all about creating awareness either newly manufactured or existing products. The Nigerian potentials in terms of tourism need to be advertised and promoted all over the world. If developed nations like US, UK and some

other developed countries in Europe can still be placing advert of their tourism potential, why not Nigeria?

Table 6.11 Having Nigerian tour office in other continents such as Europe and America will provide access to information about Nigerian tourism potential

Response options	Number of person(s)	Percentage (%)
Strongly Agree (SA)	52	60.47
Agree (A)	34	39.53
Undecided (U)	0	0
Disagree (D)	0	0
Strongly Disagree (SD)	0	0
Total	86	100%

Source: primary survey, 2014

Table 6.12 reveals that 45.45% of the respondents are strongly agreed that unstable power supplied in the country is a great challenge to investors in the tourism industry while 43.02% also agreed. 4.65% undecided and 6.98% disagreed. Power supplied (electricity) has always be a great issue in the county, it is one of the challenges the country had being facing long ago and yet there is no concrete solution for this challenges. The country had lost so many companies to neighbouring countries as a result of poor power supply in the country.

Table 6.12 Unstable power (electricity) is a major challenge for investors in the tourism industry

Response options	Number of person(s)	Percentage (%)
Strongly Agree (SA)	39	45.45
Agree (A)	37	43.02
Undecided (U)	4	4.65
Disagree (D)	6	6.98
Strongly Disagree (SD)	0	0
Total	86	100%

Source: primary survey, 2014

Table 6.13 shows that 47.67% strongly agreed and 39.54% agreed that the country's transportation system is not encouraging to tourists. On the other hand, 4.65% undecided and 8.14



disagreed. Nevertheless, the transportation system in the country is still very poor. The country's population has grown beyond the level of her transportation system and off from this, the country's roads needs lots of renovations and reconstructions if tourism must be developed in the country.

Table 6.13 Transportation system in the country is not encouraging to tourists

Response options	Number of person(s)	Percentage (%)
Strongly Agree (SA)	41	47.67
Agree (A)	34	39.54
Undecided (U)	4	4.65
Disagree (D)	7	8.14
Strongly Disagree (SD)	0	0
Total	86	100%

Source: primary survey, 2014

According to table 6.14, 65.17% of the respondents are strongly agreed with the opinion that designated bodies should be created to monitor and ensure that there is accountability in the country's tourism industry. And 34.88% of the respondents agreed with the opinion. Nigeria is a great country blessed with verities of resources including human resources. The country has 36 states and each of these states has their own regulated bodies responsible for the management and control of tourism sector in their various states. Despite this, the tourism sector is still suffering.

Table 6.14 Designated bodies should monitor and ensure there is accountability in the country's tourism sector

Response options	Number of person(s)	Percentage (%)
Strongly Agree (SA)	56	65.17
Agree (A)	30	34.88
Undecided (U)	0	0
Disagree (D)	0	0
Strongly Disagree (SD)	0	0
Total	86	100%

Source: primary survey, 2014

Table 6.15 reveals that great proportions of the total respondents were of the opinion that the standard of tourism in the country is still very basic. In this regards 30.23% are strongly agree with the opinion, 46.51% also agreed while 16.28% undecided and 6.98% of the respondents disagreed with the opinion. The country's tourism potentials are yet to be tapped and developed. So many things are still needed to be put in place to boost the recognitions of most of the tourist destinations in the country. However, it is a business opportunities for investors who believes in the country's market demand.

Table 6.15 The standards of tourism in the country is low or very basic

Response options	Number of person(s)	Percentage (%)
Strongly Agree (SA)	26	30.23
Agree (A)	40	46.51
Undecided (U)	14	16.28
Disagree (D)	6	6.98
Strongly Disagree (SD)	0	0
Total	86	100%

Source: primary survey, 2014

Table 6.16 shows the response of the participants on the crises in the northern part of the country not seen as a threat to tourism development. The table show that 34.88% disagreed and 23.26% strongly disagreed, which means that about 60% of the respondents were not agreed with the opinion. However, 18.60% strongly agreed and 23.26% agreed. According to this result, the crises in the northern part of the country are one of the greatest factors affecting the growth of tourism in the country negatively.

Table 6.16 Crises in northern part of the country is not a threat to tourism

Response options	Number of person(s)	Percentage (%)
Strongly Agree (SA)	16	18.60
Agree (A)	20	23.26
Undecided (U)	0	0
Disagree (D)	30	34.88
Strongly Disagree (SD)	20	23.26
Total	86	100%

Source: primary survey, 2014

Table 6.17 reveals that 48.84% of the respondents strongly agreed and 44.18% agreed to the opinion that the government needs to review the policies of tourism industry to encourage more investors while 6.98% undecided. Nigeria is suffering from mono-economic, where so many attentions were invested in one line of income generation. Crude oil has been the only economic product of the country "economic main stay" the government never takes their time to study other sectors of the economy to see the benefits in other economic products in the country rather than crude oil.

Table 6.17 Government needs to review the policies on tourism industries to encourage more investors

Response options	Number of person(s)	Percentage (%)
Strongly Agree (SA)	42	48.84
Agree (A)	38	44.18
Undecided (U)	6	6.98
Disagree (D)	0	0
Strongly Disagree (SD)	0	0
Total	86	100%

Source: primary survey, 2014

According to the table 6.18, 54.65% of the respondents were strongly agreed and 45.35% agreed with the opinion that a more improved tourism sector will go a long way in promoting the nation's core values in the world. According to the table, 100% of the respondents supported the opinion. Nigeria's core value in the world at present is still very poor, but things can still be turn around for the country. However, it is of the opinion that improving the state of tourism in the country could boost the country's reputation in the world.

Table 6.18A more improved tourism sector will help in improving the nation's core values

Response options	Number of person(s)	Percentage (%)
Strongly Agree (SA)	47	54.65
Agree (A)	39	45.35
Undecided (U)	0	0
Disagree (D)	0	0
Strongly Disagree (SD)	0	0
Total	86	100%

Source: primary survey, 2014

In table 6.19, 39.53% of the respondents strongly agreed that the government should give more priority to tourism in its economic development plans while 60.37% of the respondents agreed. Every economy needs money to make more money. Priority needs to be given to tourism by the government when making his budget planning. A lot of amendment, renovation and development need to be put in place to boost the tourism sector. The government, before now as never show serious concern in tourism sector, but nevertheless, the time has comes that priority needs to be given to tourism in economic development plan.

Table 6.19 Government should give tourism priority in its economic development plan

Response options	Number of person(s)	Percentage (%)
Strongly Agree (SA)	34	39.53
Agree (A)	52	60.37
Undecided (U)	0	0
Disagree (D)	0	0
Strongly Disagree (SD)	0	0
Total	86	100%

Source: primary survey, 2014

Table 6.20 reveals that 33.72% strongly agreed while 66.28% of the participants agreed, with the opinion that the government should encourage more investors in the tourism industries by providing all the basic amenities such as; good road, bridges, electricity, good water, internet facility and others needed to boost the services rendered by the industries. The country's tourist attractions lack most of these facilities even the country as a whole also faces lot of these basic amenities problems. However, these as always serve as drawback to the country's investors, most investors as always seen these as challenges and they never want to invest in such environment.

Table 6.20 The government should encourage more investors in the tourism industries by making available all basic amenities needed

Response options	Number of person(s)	Percentage (%)
Strongly Agree (SA)	29	33.72
Agree (A)	57	66.28
Undecided (U)	0	0

Disagree (D)	0	0
Strongly Disagree (SD)	0	0
Total	86	100%

Source: primary survey, 2014

## 6.2 Analyses of Result from Interview

This section is used to analyse the results obtained from the interview conducted, Six (6) questions were set altogether for the interview. The questions were prepared to find out answers to the research questions which purpose is to examine the necessary factors needed for the development and sustenance of tourism industry in Nigeria, to identify the benefits of tourism to the development of Nigerian economy, to identify the problems and challenges of tourism in Nigeria, and to suggest ways of improving tourism in the country. For the purpose of these analyses, the questions are grouped into six (6) themes range from theme 1 to theme 6, just as they are presented below;

Theme 1 Please share your view on the history of Nigeria tourism industry, how it all started?

The researcher enquired from the interviewees their thought about the historical background on tourism industry how it all started in Nigeria. The purpose of this theme is to get the origin on how tourism came into existence in the country. According to the interviewees' views, the history of tourism can be traced as far back as the discovery of Nigeria. The country started to attract visitors, explorers, missionaries, and investors from all over the world when the country was discovered to have abundance of both non-oil and oil resources. It was also reviewed that, the rich culture of the different parts of the country was also a contributing factor to the visitation. According to one of the interviewees, Nigeria is one of the leading countries in Africa in the fight against poverty and also played an active role in UNWTO's ST-EP programme (Sustainable Tourism- Eliminating Poverty). That the programme was launched in 2002 and it focuses on longstanding work to encourage sustainable tourism, social development and creating employment opportunity.

Theme 2 Which bodies are responsible for the management and supervision of tourism in Nigeria, both in local and national level and how effective do you think they are?

This theme was enquired from the interviewees to get their thought on the effectiveness of the responsible bodies charged with the supervision and management of tourism in the country. The interviewees identifies; Ministry of Culture and Tourism and National Orientation, Nigerian Tourism Development Corporation and Tourism Board. It was revealed that each

state has their own Tourism Board for examples; Lagos state water front and Tourism Development Corporation, Cross Rivers state Tourism Bureau and so on. According to the interviewees, the bodies are trying to boost the image of the country on the best way they could. It has been a bit effective with the influence of foreign musicians and entertainers during festive season. However, private individuals and companies had contributed more than a lot to promote tourism in the country. Besides that, a lot more needs to be done especially to upgrade existing Tourism Destinations to meet international standards.

Theme 3 What are your views about the level of tourism development in Nigeria?

This theme was enquired to get the view of the interviewees on the level at which the country's tourism activities stood. According to the interviewees, they are of the same opinion that the tourism industry is very slow in terms of development by the government agencies but private individuals and organizations has being contributing greatly to the development of tourism in the country. They are also of the opinion that the industry needs lot of attentions from the government side in terms of social amenities and infrastructural facilities to boost the tourist destinations in the country.

Theme 4 What are the factors necessary for tourism development and sustainability in Nigeria?

The researcher enquired the opinion of the interviewees on the way forward, the factors necessary for tourism development and its sustenance in the country. The interviewees are of similar opinion that for tourism to meet up to world standard, the government need to work on the following; Good public image, proper safety and security mechanism in place, good road, good water, Injection of funds into the tourism industry for upgrade of facilities, internet facilities, political stability, and others. More so, the country's tourism should be advertised worldwide through; CNN, BBC, Al-Jazeera, social media and any other effective means.

Theme 5 What are the problems and challenges facing tourism industry in Nigeria?

The interviewees were of the same opinion on this, lot of problems and challenges are identified as hindrance to the success of tourism industry in the country. However, they are of the opinion that high state of insecurity for example terrorism and kidnapping, poverty, poor infrastructures, poor maintenance culture of existing facilities and lack of upgrade of old facilities. Dilapidated historic sites, Visa entry issues, Lack of positive information about Nigeria to the public and tour operators.

Theme 6 Can tourism be a contributor to economy development in Nigeria?

YES ( )

NO ( ) Reason? ....

On this theme, all the interviewees said yes with their reasons. They are of the opinion that tourism is already acting as one. A reference was made to Cross-Rivers one of the states in the country which has been transformed by tourism, the state is one of the happiest and most beautiful places in the country. It was also reveal that a company GDP was boosted by tourism through the influence of funds from abroad. The sector also promotes foreign investment and creates employment and other opportunities for the residents.

## 7 Suggestions and Recommendation

Nigeria is never left out of the trail. The country has all that is required to be one of the best tourist destinations in the world. The country has natural, man-made and cultural attractions which are still underutilised. However, from the result analysis above, the researcher has been able to summarize some concrete measures that can be used for achieving development and sustainability in the country's tourism industry.

Security and safety are very important when it comes to tourism operation and implementation in a country. Proper safety and security mechanism should be put in place, the country's security is too loose and lot need to be done to correct this. However, the government should endeavor to put in place proper safety and security mechanism in the country to over shadow all forms of insecurity such as; kidnapping, killing, armed robbery, and bombing including crises in both internal and external environment. The safety of the people should be paramount in the mind of the government, when this is ensure it will be a great contributor to the success of development of tourism in the country.

Also, the government should inject funds into the tourism industry for upgrading facilities needed in the industry. Facilities like good roads, bridges, electricity, internet, and others should be developed and upgraded to world class standard. Apart from these, the government should encourage private and foreign investors into the industry by making available different forms of supports to boost their enthusiasm. There are so many business opportunities in Nigeria tourism industry which are yet to be tapped. Most of the Nigerian beautiful beaches locations are still lacking accommodation facilities. Rail service and water recreation transportation services are still very poor and there is large business potential in this area too.

More so, the country's tourism potentials should be advertised worldwide through; CNN, BBC, Al-Jazeera, social media and any other effective means. Publicity is very important when it comes to marketing and promotion. However, this should not be the function of the government alone, but also private individuals and organizations. The image of the country needs to be rebuilt internally and internationally, and the good news should be spread out to the world

in general. Besides all this, it will also be fine to have tour companies in other continents like America and Europe especially to enable effective marketing of the country's tourism potentials. Furthermore, the government should pay serious attentions to the various tourism sectors. Every sectors of the tourism industry should be monitored by government designated bodies to ensure accountabilities in the country's tourism sector.

## 8 Conclusion

From the study, it can be deduced that the country "Nigeria" just like other developing countries have huge of tourism potentials which are calling for exploration. Nigeria tourism sector needs help and support to be a beneficial of the huge opportunities surrounding the sector globally. The analysis above has shown that the country's economy can be diversified and tourism is seen as the best alternative. However, the sector needs serious development for these dreams to come through.

Although, the government has realised the huge benefits attached to development of tourism in a country and strategic plans has been set aside for tourism development to become a reality in the country. Besides this, the private individuals and organizations' support are also very important in this regards. And also, all tourism firm or organizations should endeavour to work hand in hand for the development of tourism industry from their various areas in the sector. The country's natural and human resources should be combined and used wisely in transforming the tourism industry into employment creation and inflow of foreign exchange.

Despite the slowness in the country's tourism industry, some bit of progressive work can still be perceived in the industry in some part of the country. It was revealed in the finding that some companies' GDP has been boosted by tourism through the influence of funds from abroad, that it also promotes foreign investment and creates job opportunities for residents, and some states in the country has been greatly influenced and transformed by tourism. There is future for Nigeria tourism industry.

## 9 Critical Review

Nigerian tourism industry is standing in its natural form awaiting potential investors of any kinds. The country has in possession, lot of tourist attractions which is more than enough for her to be one of the leading tourist destinations in the world. Although, this sector has not being focus on as a source of revenue generation. The sector has being so neglected and it is obvious that the country tourism sector needs so much attention. Looking at the impacts of



tourism in the world development, you will not hesitate to ask yourself a question "when is Nigeria going to benefit from tourism for development?" This study is carried out with the so aim of finding way out on how Nigerian tourism industry could be developed, promote and manage.

The theme "Strategic development and sustainability of tourism industry in Nigeria" was introduced to fashion out solutions to the problem facing the tourism industry in Nigeria. The idea was to find out necessary factors needed for the development and sustenance of tourism industry in the country, the benefits of tourism to the development of Nigeria economy, the problem and challenges of tourism in Nigeria and ways of improving tourism in Nigeria. So many challenges were faced during the findings. It is quite unfortunate that much information about Nigeria tourism is not assessable on internet and not much books have been written as well. Unavailability of the interviewees was also one of the challenges faced during the process. Time as always being the excuses given by the interviewees, they find it so difficult to schedule out time out of their time for the interview. Due to the time constraint, the interview questions were sent out through the email and helpful responses were received.

Despite the challenges faced during the process of this study, the objectives of the study were achieved and the significant has been proved that; it is obvious that sustainable growth and development can be achieve in the Nigeria tourism industry, that tourism is beneficial to the growth and development of Nigeria, that there are problems and challenges facing the growth and development of tourism in Nigeria and there are ways of improving tourism in Nigeria. I believe that the outcome of the findings will be helpful to overcome the problems facing the Nigeria tourism industry. So much time was spent on the collection and analysing of data and the finding has been well analyzed for best understanding. Both qualitative and quantitative research method was used to achieve the objective of the study.

Plans, without implementation is wasted effort. The country need to wake up from her slumber and face realities. So many have been said but, only a few has been done. Corruption is an illness, it destroy and never repairs. Corruption has bitten Nigeria so deep that the country never opens her eye to see the opportunities in tourism sector. The country depends so much on crude oil making her a mono economy. I believe it is high time the country realised her shortcoming. Here is it again, I hope it can help. I so much believe in the tourism industry in Nigeria, if this sector is considered it can put food on our table.

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## Appendices

### Appendix 1



I firmly believe that sustainable growth and development can be achieved in the tourism industry of our beautiful country Nigeria. If attentions are paid to the tourism industry in Nigeria, Tourism could become a major source of economy development and diversification for Nigeria. Globally, tourism has become a major economy contributor. Although, the developed countries account for a higher proportion of global tourism, many developing countries are beginning to take advantage of the huge opportunities offered by tourism.

However, only developing countries with effective natural and man-made tourism supporting and enhancing infrastructure have been able to develop their tourism sector and seize the attendant advantages. Why not Nigeria? Nigeria has all it takes to make her a tourist's destination, yet fail to take advantage of the huge opportunities offered by tourism.

The questions below are designed to find out the strategic ways of developing a sustainable tourism Nigeria?

Your contribution will benefit the Bachelor's thesis work (Bachelor's Project work) if you would take 20-30 minutes to fill answer to the questions. All responses will be strictly confidential and they are used solely by the students conducting this research.

Thank you for taking part!

#### Degree Programme in Tourism, Bachelor of Hospitality Management

1. Please share your view on the history of Nigeria tourism industry, how it all started?
2. Which bodies are responsible for the management and supervision of tourism in Nigeria, both in local and national level and how effective do you think they are?
3. What are your views about the level of tourism development in Nigeria?
4. What are the factors necessary for tourism development and sustainability in Nigeria?
5. What are the problems and challenges facing tourism industry in Nigeria?
6. Can tourism be a contributor to economy development in Nigeria?  
 YES ( )  
 NO ( ) Reason? ....

## Appendix 2



I firmly believe that sustainable growth and development can be achieved in the tourism industry of our beautiful country Nigeria. If attentions are paid to the tourism industry in Nigeria, Tourism could become a major source of economy development and diversification for Nigeria. Globally, tourism has become a major economy contributor. Although, the developed countries account for a higher proportion of global tourism, many developing countries are beginning to take advantage of the huge opportunities offered by tourism.

However, only developing countries with effective natural and man-made tourism supporting and enhancing infrastructure have been able to develop their tourism sector and seize the attendant advantages. Why not Nigeria? Nigeria has all it takes to make her a tourist's destination, yet fails to take advantage of the huge opportunities offered by tourism.

The questions below are designed to find out the strategic ways of developing a sustainable tourism in Nigeria?

Your contribution will benefit the Bachelor's thesis work (Bachelor's Project work) if you would take 10-15 minutes to fill answer to the questions. All responses will be strictly confidential and they are used solely by the students conducting this research.

Thank you for taking part!

Degree Programme in Tourism, Bachelor of Hospitality Management

SECTION A

Kindly select the right option which applies to you by ticking (X) in the appropriate box.

1. Gender of Respondents

Male ☐

Female ☐

2. Age of Respondents

15-18years ☐ 19-22years ☐

23-26years ☐ 27-Above ☐

3. Marital Status of Respondents

Single ☐ Married ☐

4. Highest Academic Qualification of Respondents

SSCE ☐

OND/NCE ☐

HND/B.Sc [ ]

M.Sc-Above [ ]

## 5. Type of Tourist

Domestics Tourist [ ]

International Tourist [ ]

## SECTION B

Each of the following statement has five (5) response options to the statement below, kindly tick (X) the most appropriate:

Strongly Agree (SA)

Agree (A)

Undecided (U)

Disagree (D)

Strongly Disagree (SD)

S/N	STATEMENT	SA	A	U	D	SD
1	The weather is an essential factor which promotes tourism in the country					
2	Transportation is a major concern to tourists satisfaction in the country					
3	Natural, man-made and cultural attractions are necessities					
4	There is a need to create more awareness for the country's tourism potential					
5	The tourism industry has contributed significantly to the country's workforce					
6	screens promoting tourist destination at the airport influences your decision on travelling					
7	Having Nigerian tour office in other continents such as Europe and America will provide access to information about Nigerian tourism potential					
8	Unstable power (electricity) is a major challenge for investors in the tourism industry					
9	Transportation system in the country is not encouraging to tourists					
10	Designated bodies should monitor and ensure there is accountability in the country's tourism sector					
11	The standards of tourism in the country is low or very basic					



12	Crises in northern part of the country is not a threat to tourism					
13	Government needs to review the policies of tourism industries to encourage more investors					
14	A more improved tourism sector will help in improving the nation's core values					
15	Government should give tourism priority in its economic development plan					
16	The government should encourage more investors in the tourism industries by making available all basic amenities needed					